

JOOTA AWARDS 2025

Tokyo International Extra Virgin Olive Oil Competition

Rules

Eligible Oils and Qualifications

Eligible oils shall be those extra virgin olive oils produced in both hemispheres during the 2024/2025 harvest season which comply with International Olive Council (hereafter IOC) trade standards and are standardized to comply as such, and which are being sold legally.

The manufactures, cooperatives, importers, wholesalers, and bottling and packaging companies who can guarantee the source of their olive oil and who wish to participate in the competition will need to apply by accurately following the published entry method and submitting samples of olive oil.

Number of Entries and Submitted Bottles

For each participating type of olive oil, please submit the number of sealed, labeled bottles or packages of olive oil as follows:

- For 500ml (or 750ml) - 3 bottles
- For 250ml - 5 bottles
- For 100ml - 8 bottles

Entry Fee

The entry fee is 27,500 yen (tax included) per item.

Limited-Time Early Entry Discount!

Apply by December 31, 2024, for a discounted entry fee of 25,300 yen (including tax), reduced from the standard 27,500 yen per item!

Regarding payment from overseas, the entry fee can only be paid by credit card using the Square system. Please select 'Credit Card' as your preferred payment method on the entry form at the time of registration.

For Credit Card payments, please follow the instructions in the guidance.

The final deadline date for paying the entry fee is **Friday, May 9, 2025**.

Your entry will become official after we've confirmed receipt of your entry fee.

Entry fees will not be refunded.

Entry

Please register online using the entry form on this website.

Participating entries must be accurate, complete, clear, and readable. Entries with illegible or incorrect information will not be considered valid.

Enter the exact product name as it is sold. If you win, the product name and the entering company's name submitted on the entry form will be used for the announcement of the winning products on our website, in the inscription of the award certificates, and in the descriptions in the winners' brochure. Please be sure to enter this information carefully.

Entry Period

The entry period runs from **November 1, 2024 (Friday) to May 8, 2025 (Thursday)**.

Sample Mailing Methods and Deadlines

○ After completing your entry application, please send your samples to the address noted below by **Monday, May 12, 2025**. The deadline will be strictly enforced.

MATSUYA Co., Ltd. TOKYO Branch

JOOTA AWARDS Secretariat

3-2-9 Tatekawa, Sumida-ku

130-0023 Tokyo

JAPAN

TEL: +81-3-6868-5356

○ For both domestic and international entrants, all fees incurred in sending in your samples, including shipping, handling, packaging and customs fees, will be the responsibility of the entrant company.

○ In the event you are sending samples internationally, please write "Sample, No Commercial Value" on the invoice.

○ The entrant company will be responsible for all aspects of shipping their samples.

The organizers take no responsibility for irregularities in customs processing/clearance procedures, or for any accidents, damage, or delay during transit.

○ In the event that samples do not arrive by the given deadline, the entry will be canceled and will not be taken into consideration or judged. In such cases, the entry fee will not be refunded.

Judging

Quality Award

○ On the Entry Form, entrants will select from one of the following four categories on which their samples will be judged.

- Green Delicate Fruitiness
- Green Medium Fruitiness
- Green Robust Fruitiness
- Ripe fruitiness

Furthermore, if the panel of judges deems that the oil does not fall into the categories stipulated ahead of time, the Competition Judging Committee may assign the oil to a different category.

The type of fruitiness and the intensity of the median of the fruity attribute are classified as follows.

Green Fruitiness

Set of olfactory sensations characteristic of the oil which is reminiscent of green fruit, depends on the variety of olive and comes from green, sound, fresh olives. It is perceived directly and/or through the back of the nose.

Robust fruitiness $m > 6$

Medium fruitiness $3 < m < 6$

Delicate fruitiness < 3

Ripe fruitiness

Set of olfactory sensations characteristic of the oil obtained from green, sound, fresh olives, perceived directly and/or through the back of the nose and reminiscent of ripe fruit.

○ After samples are received, a lawyer for the organizers will assign each oil participating in the competition a secret code number, guaranteeing the anonymity of the samples.

○ Judging is conducted by a panel of judges made up of domestic and international tasters and panel leaders selected by the JOOTA Awards Executive Committee, using samples we ensure have been anonymized, in a blind tasting process.

An appropriate evaluation form, standardized to the Mario Solinas Quality Award hosted by the IOC, is used in judging. The jury shall then calculate the median of the total scores awarded by each member of the jury.

The minimum score for entitlement to a prize shall be 70 for the robust and medium green fruitiness categories, 65 for the delicate green fruitiness category and 60 for the ripe fruitiness category.

The winning olive oils in each category will be determined by the score they receive.

For details about each award, please see the 'Prizes/Awards' section.

The jury reserves the right to award several prizes, proportional to the number of entries received for each of the categories.

Special Awards

Each award will be selected by the judging teams of **Restaurant Chefs** and **Department Store Buyers, Luxury Supermarkets Buyers**.

For details about each award, please see the 'Prizes/Awards' section.

All judges' decisions are final, and objections will not be considered.

Prizes/Awards

Quality Award

For each category below, Diamond, Gold, and Silver Awards will be granted.

- Green Delicate Fruitiness
- Green Medium Fruitiness
- Green Robust Fruitiness
- Ripe fruitiness
- Southern Hemisphere Extra Virgin Olive Oil
- Japan Extra Virgin Olive Oil

One winning oil will be selected for each of the following awards.

- Best Single Variety Extra Virgin Olive Oil
- Best Blend Extra Virgin Olive Oil
- Best Country Extra Virgin Olive Oil (For countries with more than 5 samples)

Special Awards

For each of the following awards, the award will be given to the oils selected by the judges.

- Chef's Awards
- Department Store Buyers' Awards
- Luxury Supermarkets Buyers' Awards

- Japanese Cuisine Extra Virgin Olive Oil Award - Extra Virgin Olive Oil that Complements the Japanese Cuisine

Results Announcement

Results will be posted on the JOOTA AWARDS website from mid-June to late June 2025.

Quality Awards: Mid-June 2025 (planned)

Special Awards (Chef/Buyer Awards): Late June 2025

Awards Ceremony

The award ceremony for the competition winners is scheduled to be held in front of visitors, the media, and experts at a venue in Tokyo in July 2025.

* Please note that the awards may also be presented online.

Regarding Awards and Medal Logos

Winners of Diamond, Gold, and Silver in the various quality categories will receive certificates, as well as a data file for the medal logos which may be displayed on the bottle of the winning product.

Chef Award and Buyer Award winners will receive the medal logos and certificates. For all other awards, a certificate will be granted.

The use of the awarded medal logo sticker must comply with the specified rules, noted separately, and can only be used for the same products belonging to the same production year as the award-winning oil.

In addition, we will inform you of other benefits such as promotions at various events, sales support companies, restaurants and more, at any time.

Regarding the handling of participating Oils

Regarding oils received as samples, the organizers will handle them with the utmost care and store them at the appropriate temperature until the time that they are handed over to the panel of judges.

Moreover please note that we will not return oils sent to us as samples for absolutely any reason.

Regarding Alterations to the Rules

The organizers reserve the right to make corrections or alterations to these rules if it is deemed necessary to do so at any time.

By participating in the competition, you agree to these rules.